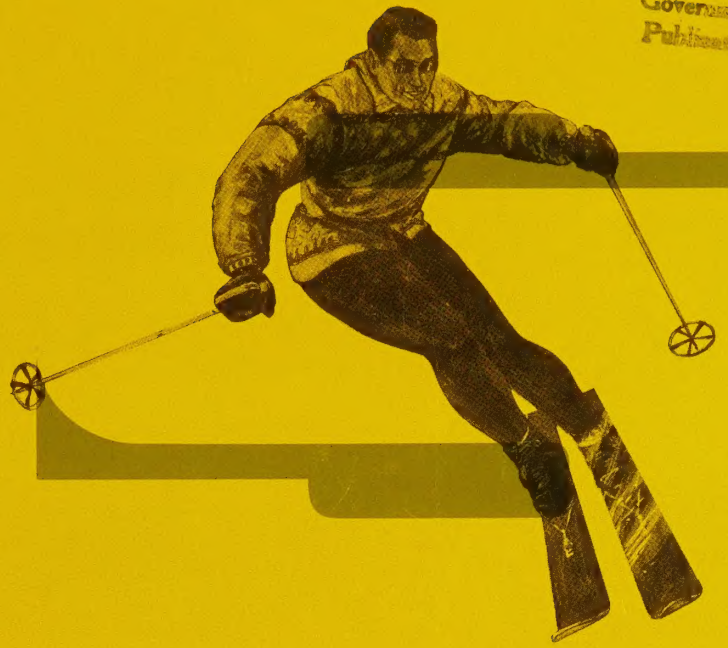
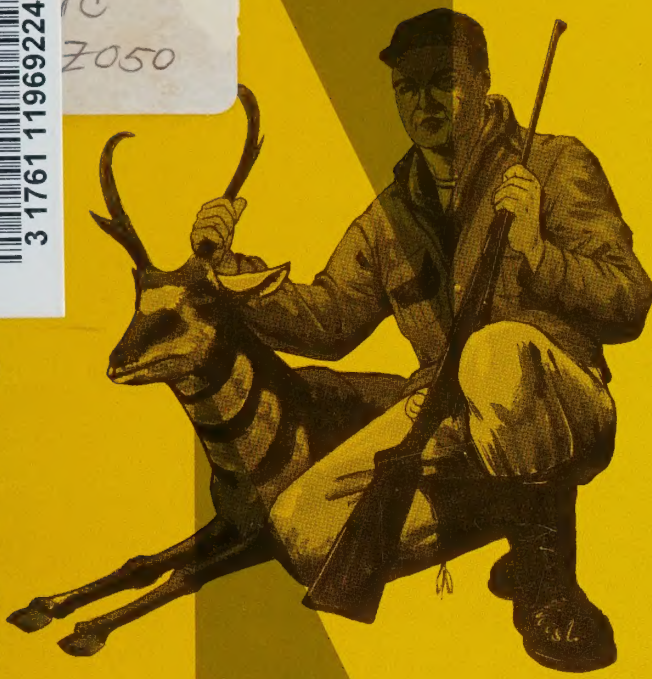


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**SPORTING GOODS FROM CANADA**





Once again it is my pleasure and pleasant duty to welcome you to the Canadian Exhibit at the 1967 National Sporting Goods Association Convention and Show in McCormick Place, Chicago, February 5-9, where Canadian firms are proudly presenting their sportswear and sports equipment—manufactured with traditional excellence.

Many of these progressive companies are already well established in the United States, while others are seeking agents to represent them in this profitable market.

They are showing an extensive variety of sports equipment and clothing which will meet the needs of the most discriminating sports enthusiast. Canadian sporting goods are designed for customer satisfaction and to provide profitable sales for interested buyers. This booklet lists the Canadian exhibitors and describes the wide range of quality products they offer.

You are warmly invited to visit the Canadian Exhibit where representatives of the Canadian firms will be in attendance to answer inquiries and explain the benefits of buying Canadian sporting goods.

Also on hand are officials of Canada's Department of Trade and Commerce who will advise businessmen on trade regulations and assist them in obtaining new products from Canada.

We look forward to seeing you at the Canadian Exhibit. If you are unable to attend this show please write or telephone the Canadian trade office nearest you, a list of which appears at the back of this booklet.

D. H. Cheney  
Consul and Senior Trade Commissioner  
Canadian Consulate General  
Suite 2000  
310 South Michigan Avenue  
Chicago, Illinois 60604  
Tel: 427-7926 (Area Code 312)

CAI  
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# CANADA

at the 1967

## National Sporting Goods Association Convention and Show


Booth 362  
McCormick Place, Chicago  
February 5 - 9, 1967



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## Quality Products That Sell

Canadian sportswear and sports equipment—designed, manufactured and thoroughly tested for each season of the year—rank high with sportsmen in the United States. As a result value-conscious U.S. dealers and distributors have profited substantially from sales of these quality products over the years.

Profitable marketing calls for quality products at reasonable prices and Canada's sporting goods manufacturers have an excellent record for meeting these requirements. They know that their success depends on your success and every effort is made to supply you with goods that sell and satisfy your customers.

Almost 70 per cent of Canada's exports of sporting goods are sent to the United States and many of the 19 firms participating in the Canadian Exhibit at the 1967 National Sporting Goods Association Convention and Show have been selling successfully in the United States for years. Others are eager to contact dealers, distributors, retailers and agents who would be interested in handling sportswear and equipment from Canada. All of these firms are among Canada's best known manufacturers of sporting goods.

Visitors to the Canadian Exhibit will find an impressive range of products on display that are perfect for the sports-minded outdoorsman. They include precision-made ammunition and rifles for hunters, the finest in archery equipment and dependable outboard motors, sleek toboggans and sleighs, comfortable camping equipment, complete hockey outfits and a variety of colorful sports clothing and athletic footwear. Other sporting goods exhibited are award-winning knives for sportsmen, expertly designed water skis and sturdy croquet sets that will provide years of enjoyment.

This booklet contains information about the Canadian companies participating in NSGA, describes the quality products they are displaying and lists their representatives in the United States. More detailed information can be obtained at the Canadian Exhibit from officials of the participating companies, while experts from the Canadian Department of Trade and Commerce will advise buyers on tariffs, transportation facilities, sources of supply and all matters relating to trade regulations.

Come to Canada's Exhibit where you will receive courteous service and discover that Canadian firms can provide you with products that sell and satisfy.



# WINCHESTER-WESTERN (CANADA) LIMITED

King and Tremaine Streets  
Cobourg, Ontario, Canada  
Tel: 372-2168 (Area Code 416)

## SPORTING RIFLES AND SHOTGUNS

Dealers desiring bigger profits and products of better performance should set their sights on Cooley firearms from Winchester-Western (Canada) Limited.

Winchester-Western did such a landslide business at the past two NSGA shows that the company has been forced to step up production of its firearms. This year Winchester-Western is introducing a completely new lever-action, center-fire rifle that is sure to catch the eye of any sportsman. In keeping with Canada's 100th birthday celebrations, it is appropriately named the Centennial Model 67.

Last year the company introduced Canada's only center-fire bolt-action sporting rifle—the Cooley Model 71—in five popular calibers. The 71 inherits all the features that made Winchester's famous Model 70 one of the greatest game rifles ever produced. From its one-piece American walnut stock to its contoured, free-floating barrel the dependable 71 provides ease of handling and accuracy of fire.

The Cooley Model 64, Canada's fast-selling semi-automatic .22 caliber rifle, is handsomely styled with a satin-finish walnut Monte Carlo stock. A deluxe model is available with fine line checkering, white butt plate liner, pistol grip cap and sling swivels. Both models feature a free floating 20" barrel for greater accuracy and a fast dependable action that fires eight shots as fast as the trigger can be squeezed. The tough plastic magazine holds eight long rifle cartridges.

Perennial favorites from Winchester-Western are the two Cooley .22 caliber single-shot bolt-action rifles—Models 750 and 39—and the 600, Canada's most popular .22 bolt-action repeating rifle. The Model 600 has a walnut Monte Carlo stock with pistol grip and deluxe checkering. This rifle, equipped with adjustable rear elevating sight and silver bead front sight, is also drilled and tapped for telescopic side mounts. An extra-long magazine tube holds 18 short, 14 long and 12 long-rifle cartridges.

The lightweight Cooley Model 840 single barrel shotgun is handsomely styled and finished with a walnut stock complete with rubber recoil



pad and deluxe checkering on stock and forend. Superbly designed for rugged use and accurate shooting, this shotgun is a three-piece takedown style with automatic ejector. It is available with various full-choke barrel lengths in 12, 16, 20, 28 and 410 gauges.

Winchester-Western ships all orders to its customers prepaid f.o.b. destination.



# HESPELER-ST. MARYS WOOD SPECIALTIES, LIMITED

63 Sheffield Street  
Hespeler, Ontario, Canada  
Tel: 658-4407 (Area Code 519)

## HOCKEY STICKS

Hespeler-St. Marys Wood Specialties, Limited—the world's oldest manufacturer of hockey sticks—has an enviable sales record of quality hockey sticks in both domestic and export markets.

For nearly 60 years, Hespeler's skilled craftsmen—who know the feel, balance and weight required in a fine hockey stick—have produced several million hockey sticks for youngsters and adults throughout the United States, Europe and Canada.

Hespeler stick handles are made from selected, air-seasoned straight-grained American white ash with hickory or rock elm blades. All are seasoned to the top degree of resilient toughness.

Hespeler hockey sticks range from custom-made sticks for top professionals to junior versions for children. The firm is displaying its full line of finely laminated sticks—regular, slapshot and rocker models—available in assorted ice-lies. Special glass-wrapped and glass-tipped blades will be shown in addition to the regular lacquered blades.

U.S. buyers have benefited financially from the steady shipments of Hespeler hockey sticks over the years and a number of the company's American customers are long-time business associates. The firm is in an excellent position to accept immediate orders from dealers and distributors and provide fast delivery. All shipments to the United States are delivered freight and duty prepaid.

In addition to manufacturing high-grade hockey sticks, Hespeler-St. Marys is well known for its baseball and softball bats.

### Represented by:

Richard E. Hardin  
53 Oxbow Road  
Needham, Massachusetts 02192  
Tel: 444-0641 (Area Code 617)

Nate Felsenfeld  
19767 Cranbrook, Suite 109  
Detroit 21, Michigan 48221  
Tel: 864-5531 (Area Code 313)





# TORPEDO LTD.

15 Levis Street  
Lac-Mégantic-Sud, Quebec, Canada  
Tel: 583-2478 (Area Code 819)

## TOBOGGANS, SLEIGHS, CAMP FURNITURE

Already firmly established in the United States, Torpedo Ltd. is an old friend of visitors to NSGA shows. Exporting more than 40 per cent of its production to the U.S. market, the company's precision-made toboggans, sleighs and camp furniture have received favorable consumer acceptance wherever they are sold.

Torpedo regards NSGA as an ideal opportunity to meet old customers, obtain new outlets and to present its latest product lines so buyers can see the sales appeal and potential profit in quality Canadian-made goods. All orders are shipped prepaid to the purchaser.

The company is featuring its latest styled toboggans, sleighs and camp furniture. Torpedo toboggans come in half hood and full hood styles from three to ten feet in length. Made of the finest Canadian hardwood, the slats are secured to the cleats by cadmium-plated, socket-type screws. The hoods are gracefully curved at the front by an exclusive steam process.

Three styles of sleighs are manufactured by Torpedo — flat sleighs, ski sleighs and baby sleighs. All toboggans and sleighs are finished with two coats of waterproof varnish and attractively trimmed with red paint.

Exceptionally sturdy Torpedo folding camp furniture—compact and easy to carry—is constructed of Canadian hardwood and finished with clear varnish. It is ideal for picnics, camping, sporting events, or occasional use at home.

Also on display is a sturdy child's snow shovel, so well made that motorists carry it in their cars for winter use. Rugged coaster wagons for children are another fast-selling line produced by this company. Whatever the product, Torpedo guarantees perfect quality and expert workmanship.

### Represented by:

Cedric L. Nussbaum  
P.O. Box 66  
Deal, New Jersey





# WALLY ENTERPRISES LIMITED

Wallaceburg, Ontario, Canada  
Tel: 627-2248 (Area Code 519)

## CROQUET SETS AND HOCKEY STICKS

Everybody wins with Wally recreational products —customers get long lasting enjoyment and dealers benefit by increased sales.

This year Wally Enterprises Limited returns to NSGA with its attractive, finely finished croquet sets and expertly crafted hockey sticks. The company's croquet line ranges from an economical carton set to the deluxe Croq-cart, an ultra-modern croquet set complete with a sturdy mobile rack.

For instant sales appeal, Wally croquet sets are finished in brilliant colors and packaged in attractive display cartons. The colorful croquet balls are made of a pressure molded plastic composition to provide high impact strength and longer-wearing qualities than wood. Mallet heads are polo shaped from northern white ash and the handles are of spiral grooved hardwood, symmetrically tapered to the mallet head.

Wally hockey sticks, designed by some of the greatest names in hockey, are made by craftsmen with more than 30 years' experience in the woodcraft industry. Manufactured for players of every classification—from novice to the highest ranking professional—these sticks are perfectly balanced according to the size and lie required. Precision-made with the best materials a Wally stick allows a player greater shooting accuracy. Many professional and top-ranking amateur teams throughout the United States, Canada and Europe buy Wally sticks.

With a long-established record for quality products and prompt deliveries, Wally Enterprises constantly receives repeat orders from its customers. Shipments are made f.o.b. Wallaceburg, Ontario.





# DAOUST LALONDE INC.

4343 Hochelaga Street  
Montreal 4, Quebec, Canada  
Tel: 259-4664 (Area Code 514)

## HOCKEY AND FIGURE SKATES

For faster moving sales and increased profits more and more sporting goods dealers in the United States are looking towards Daoust Lalonde Inc.—one of Canada's oldest and finest athletic footwear manufacturers.

Well known to visitors at past NSGA shows, Daoust Lalonde is emphasizing its quality National skate series as well as ladies' and men's figure skates. With the extension of the National Hockey League scheduled for next season and wider TV coverage of NHL games, the popularity of hockey and ice skating is sure to increase. Daoust is therefore looking for more dealers, from coast to coast in the United States, to distribute its top-ranking skating outfits.

The Daoust National 300 is the firm's pro model. Its chrome nickel-hardened tubes are equipped with Hi-speed tempered steel blades which require less sharpening and allow faster starts and quick stops. The blades feature unbreakable metal safety guard tips—approved by the NHL Rules Committee—and have one-piece heel cups. Protective features include an extra-strong nylon mesh insert tendon guard; a special box toe made of Celastic and covered with sole leather to resist the hardest shots; and a molded two-piece tongue to protect the instep and provide skating comfort.

Daoust's National 200 and 100 skates, modified versions of the 300 series, maintain all the safety highlights of the National 300 used by top professional hockey players. The company also sells a variety of lower-priced skates for beginners and players in less competitive categories—all are produced for the appropriate purpose and price.

Daoust figure skates—designed by specialists in the company's research division—have gained international recognition for their durability, greater comfort and increased efficiency. All models are equipped with precision-made blades and the boots are made of the finest leathers available.

In business for more than 75 years, Daoust Lalonde guarantees its products against defects



in materials and workmanship. The company quotes all prices for delivery c.i.f. duty paid from Montreal to Boston, New York, Detroit, Philadelphia, Cleveland, Chicago and Los Angeles.



# ARROW PRODUCTS LIMITED

754 Wellington Street  
Montreal, Quebec, Canada  
Tel: 866-3671 (Area Code 514)

## OUTBOARD MOTORS

Arrow Products Limited brings to the National Sporting Goods Association Show its outstanding and economical range of outboard motors. They look and perform like motors which cost three times the price.

One hundred hours of intensive testing by a Florida marine laboratory convinced one of North America's largest department stores to feature the Arrow outboard motors in all its retail and mail order operations under its own private label. Although Arrow only entered the export market in 1965, these rugged and highly reliable motors have sold well in the United States, Holland, Germany, Britain, Hong Kong and the Philippines.

Arrow is here to seek additional dealers and distributors for its precision-made outboard motors. The company ships all orders to United States customers f.o.b. from Eastern United States distribution points, duty paid.

For five years this company concentrated on four basic outboard motors—of 3, 4, 5, and 6 horse-power capacities—which are single-cylinder, two-cycle air-cooled units. Now Arrow is showing its new 7.5 and 9 hp motors designed to meet the demand for higher-powered units. Both are fully shrouded and have remote auxiliary gas tanks for extended operation.

All Arrow outboards feature adjustable-angle transom brackets, telescopic legs and propellers without shear pins. The telescope leg can be quickly adjusted to allow boats to navigate in shallow waters. A skillfully designed slip-clutch has eliminated the bothersome shear pins found on older styled motors.

The 3 and 4 hp motors have 2-bladed propellers while the larger models are equipped with 3-bladed propellers. Arrow outboards will operate for 1½ hours on just two pints of fuel and at minimum speeds of 1-2 mph. Compact and portable—the 3 hp motor weighs only 27 lbs—Arrow outboards are favorites with fishermen, sportsmen, women and young children.

Other notable features include 360-degree steering, a double-locking device to minimize vibration and hold the motor in a firm position as well as front and back handles for easy carrying.

For smooth sure-fire sales, dealers and distributors can depend on outboard motors by Arrow.

### Represented by:

Robert Falcon  
c/o Arrowline Marine Products  
1 Vanderbilt Avenue  
New York City, N.Y.  
Tel: OXford 5-0669



# KNIT-RITE MILLS OF CANADA

168 Market Avenue  
Winnipeg 2, Manitoba, Canada  
Tel: 942-0971 (Area Code 204)

## BULKY-KNIT SWEATERS

Winner of the 1966 Manitoba Export Award, Knit-Rite Mills of Canada once again brings to NSGA its colorful bulky-knit sweaters which have sold so successfully in the United States.

Knit-Rite is seeking additional orders from buyers and dealers and is also interested in obtaining further representation, particularly in the New England region. The firm is displaying its newest line of sweaters in 100-per-cent Botany wool and high-bulk virgin turbo Orlon. All prices quoted are duty and freight prepaid to destination.

Bearing the famous Caldwell label—a recognized seal of quality—sweaters by Knit-Rite come in a variety of colors and original designs, with crew, V-neck and shawl collars. The brightly colored designs are hand-embroidered by master craftsmen. The individual patterns, worked in matching stitches and colors, complete Knit-Rite's hand-patterned bulky-knits.

Each sweater has a hand-knit appearance with the styling, fit and perfection of a machine-knit garment. These fast-selling sweaters are made in pullover, button and zipper-front styles for men, women and children. Comfortable and handsome, they are ideal for any casual occasion.

Knit-Rite is also featuring its 100-per-cent pure Botany wool hunting sweater, style No. 2164, with genuine leather reinforced patches for protection against wear from gun use. The company is also offering luxurious ski wear and hand-embroidered bulky knits, both in zipper and button coat styles.

A visit to the Knit-Rite exhibit will prove most profitable to buyers and other businessmen who will discover why this company's annual sales volume is more than \$200,000 in the United States.







## WERLICH INDUSTRIES LIMITED

Preston, Ontario, Canada  
Tel: 653-6293 (Area Code 519)

## TOBOGGANS AND SLEIGHS

If children cherish them, they must be good, and wherever you see Werlich toboggans, sleighs and flying saucers you'll find crowds of proud and happy youngsters.

For the ninth year in a row, Werlich Industries Limited is participating in the National Sporting Goods Association Show because past experience has shown that more buyers from the United States and Canada attend this show than any other similar event. The reason this company's quality products sell so successfully in the United States is because both dealers and customers know they can buy with confidence from Werlich.

Werlich toboggans are produced from select Canadian hard maple and Southern pine. The firm has developed machinery to bend Georgia pine—used for its ideal characteristics and pleasing grain.

Formed with  $\frac{3}{8}$ " thick slats and  $\frac{1}{2}$ " thick runners, Werlich toboggans have a specially

bent hood for easy skimming over snow. A safety highlight on all toboggans is the long hood return which prevents occupants from placing their feet inside the hood. Each toboggan is equipped with a polyethylene hand rope and tow rope. The metal models are formed with deep runners and rolled edges, printed head brackets and cleats.

Werlich sleighs have flexible steering, and like toboggans, flying saucers and other company products feature Canadian design and craftsmanship. Werlich baby sleds have sloping decks with plenty of room for blankets.

Like all seasonal products, toboggans and sleighs are in great demand in season with most shipments required during the busy Christmas season. To encourage customers to take delivery from June to September, Werlich offers liberal terms and discounts. The company's freight policy is f.o.b. Preston, Ontario.

# WELLINGER & DUNN LEATHER GOODS LIMITED

350 Sorauren Avenue  
Toronto, Ontario, Canada  
Tel: 534-9235 (Area Code 416)

## HOCKEY EQUIPMENT

It's hard to beat a winner and Wellinger & Dunn Leather Goods Limited has certainly produced a winner with the new "Bobby Hull Line" of hockey equipment. Its backing by Bobby Hull is a guarantee of sales and customer satisfaction.

The brilliant Chicago Black Hawks star recently endorsed a complete range of hockey accessories—from gloves to shin guards—being displayed by this famous manufacturer of sporting goods. Four out of the six National Hockey League teams use Wellinger & Dunn gloves, pants, shoulder guards, shin guards, elbow guards and helmets. Many other professional players prefer this firm's rugged equipment because of the specialized styling and maximum protection it provides.

Wellinger & Dunn is already well known for its sporting goods sold under the WinnWell label—one of Canada's most distinguished names in athletic equipment. The company manufactures a complete line of WinnWell equipment for football, soccer, basketball, boxing as well as hockey.

WinnWell gloves—favored by both amateur and professional hockey players—feature the Kurv-Pam design that provides a neat-fitting,

longer-wearing, wrinkle-free palm, and a natural grip for better stick handling. WinnWell hockey helmets, shin guards, shoulder guards and other protective accessories are also widely used and acclaimed by players of every caliber.

Whether for use in the demanding professional leagues or in minor hockey, Wellinger & Dunn makes products suited to the purpose and the pocket. From the hustling goaltender to the flashy centerman the company provides quality protective gear.

Wellinger & Dunn maintains a warehouse in Detroit, Michigan, to provide fast deliveries and efficient service to its American customers. The company quotes prices in U.S. dollars f.o.b. Detroit.

### Represented by:

Bob McCarthy  
11024 Grand River Avenue  
Detroit 4, Michigan  
Tel: WE 3-7968-9

Woody Dumart  
2300 Washington Street  
Newton Lower Falls 62, Massachusetts  
Tel: DE 2-1122







## GOLD GLOVE LTD.

6740 De Gaspe Avenue  
Montreal 10, Quebec, Canada  
Tel: 277-2153 (Area Code 514)

## SKI GLOVES AND MITTS

A newcomer to NSGA, Gold Glove Ltd. is showing its special Kombi gloves and mitts. Snug and supple they are exclusively styled for skiers.

In business for more than 50 years, this firm is now one of Canada's leading glove manufacturers and is official supplier to the Canadian National Ski Team. Internationally famous, Kombi gloves are sold in 11 countries on four continents and buyers who visit the Gold Glove exhibit will find it a profitable experience.

Made from a variety of quality materials—genuine steerhide, horsehide, cowhide, deerskin and suede—these hardwearing gloves come in a wide selection of colorful combinations and styles. Warm and comfortable they have high water repellancy and wind-resistant characteristics.

The company is featuring its Kombi Olympic, specially designed from genuine horsehide with padded thumb, shirred palm and zippered back. It has a 100-per-cent pure silk lining—laminated with double thickness thermal foam. This is just one of the company's 30 attractive glove models made to order for the skiing enthusiast.

Gold Glove is also displaying the Kombi Kurler glove specifically designed for curling and

used by top-ranking curlers in North America. Made of genuine deerskin, the Kombi Kurler provides maximum protection to the hands because seams are removed from points of irritation.

Gold Glove fully guarantees its products and produces a constant supply of stock throughout the year. The firm delivers all goods f.o.b. Champlain, New York. Prices quoted in the United States include all duty and brokerage fees.

### Represented by:

Phil Clark Jr.  
P.O. Box 331  
Georgetown, Colorado

Ralph W. Link Associates  
P.O. Box 291  
Okemos, Michigan

Carlos Lustig  
411 North Oakhurst Drive  
Beverly Hills, California

Robert E. Ramsey  
133 La Sonoma Way  
Alamo, California

Lee Richards Inc.  
225 East 79th Street  
New York, New York

Bob Skinner & Associates  
P.O. Box 597  
Mount Sunapee, New Hampshire

# SHER-WOOD HOCKEY STICKS CORP. LTD.

279 Bonin Street

Sherbrooke, Quebec, Canada

Tel: 562-4800 (Area Code 819)

## HOCKEY STICKS

Sher-Wood Hockey Sticks Corp. Ltd., one of the world's largest exclusive hockey stick manufacturers, is promoting 56 models of its best quality sticks at NSGA. Perfect performers, they meet all the playing requirements of amateur or professional in the rough and tumble sport of hockey.

Maintaining its own logging, sawmill and complete stick manufacturing facilities, Sher-Wood can sell its sticks at highly competitive prices. Sher-Wood is attending NSGA to obtain orders from buyers, dealers and distributors and can supply specialty lines to wholesale outlets and departmental chains. Customers accepting early delivery on orders will receive prepaid shipments to destination as far west as Chicago while regular deliveries are made f.o.b. factory.

Sher-Wood hockey sticks are used by leading professionals including players with the Montreal Canadiens—Stanley Cup Champions—and top-ranking stars of the Chicago Black Hawks. Among the company's popular sellers are sticks of 5 ply Double Bilt laminated fiberglass; glass wrapped models; others produced by the perma-bond process as well as fiberglass-reinforced models. This year Sher-Wood is introducing five new curved models to meet the recent demand for this type of blade.

In a Sher-Wood stick with fiberglass lamination, thousands of glass fibers are bonded to the core of the stick—previously planed to a special taper to procure a minimum of weight. An outer layer of hard maple is then electrically bonded on both sides of the stick providing tremendous strength and resiliency, blade splitting resistance and an excellent feel.

For added strength and to reduce breakage, Sher-Wood glass-wrapped sticks are wrapped with a special fiberglass tape then coated with a liquid resin which impregnates and seals the tape to the blade and lamination. Each Sher-Wood stick is individually inspected and hand tested.

Plans are now under way to establish a warehouse at International Falls, Minnesota, which will enable the company to distribute its products more economically in the Mid-West and Western United States.



### Represented by:

Cedric Nussbaum  
106 Norwood Avenue  
Deal, New Jersey

William Shore  
P.O. Box 457  
Grafton, Massachusetts

John Cullen  
152 Arlington Drive  
Libertyville, Illinois

My Ubl  
P.O. Box 389  
Oconomowoc, Wisconsin

Bob Todd  
7728 St. Mary Avenue  
St. Paul, Minnesota





## SHERBROOKE WOOD PRODUCTS INCORPORATED

P.O. Box 213  
985 East Galt Street  
Sherbrooke, Quebec, Canada  
Tel: 567-4662 (Area Code 819)

### HOCKEY STICKS

Fibre-Flex—the latest concept in hockey sticks—is being introduced at the NSGA show in Chicago by Sherbrooke Wood Products Incorporated. This new manufacturing process has resulted in a stick that meets the rigid demands of slap-shots.

Sherbrooke's Fibre-Flex sticks have blades made of mineral fiber with rock elm glued on each side for extra protection against blade splitting. They are available in three styles—regular, rocker and curved. Goal after goal and game after game Sherbrooke sticks provide accurate performance and rugged durability. There are eight pro-designed models—Super-Flex, Pro-Special, Senior-Flex, Professional, Semi-Pro, Meteor, Olympic and Gold Extra-Special.

Manufacturing a wide variety of sticks with wood, mineral fiber and fiberglass blades the firm produces some 1,500,000 hockey sticks each year. All Sherbrooke stick handles are made from top quality American white ash and blades and handles are joined by a special waterproof animal glue.

The firm is widely represented in the United States and sells its products to a number of major department stores with headquarters in Chicago, Boston, Detroit, and New York. In

addition the company has an excellent sales record in Sweden, Germany, Switzerland, France, Japan, Australia, Denmark and Czechoslovakia.

Designed by experts, Sherbrooke hockey sticks meet the needs of both amateur and top-ranking professional hockey players. Custom-made hockey sticks can be produced on request. Sherbrooke Beavers—winners of the 1965 Allan Cup—and many other junior and professional clubs use these dependable and expertly produced hockey sticks.

The company supplies dealers with free display stands for orders of eight dozen or more hockey sticks. Prices are quoted in U.S. funds, f.o.b. New York or Boston.

#### Represented by:

Stiller & Kravetz Associates Incorporated  
21 June Lane  
New Centre  
Boston, Massachusetts  
George Vivian and Associates  
4310 Bishop Street  
Detroit, Michigan

Jack Wesley Associates  
225 - 75th Street  
New York, New York

Bill Dreyer  
6943 North Caldwell Street  
Chicago 3, Illinois

# LES INDUSTRIES PONT-ROUGE LTÉE.

Charles-Julien Street  
Pont-Rouge, Quebec, Canada  
Tel: 873-4472 (Area Code 418)

## HOCKEY STICKS

Year by year hockey continues to grow in popularity all over North America creating a constant demand for quality equipment to meet the needs of pee wee or professional player. The fine range of hockey sticks displayed by Les Industries Pont-Rouge Ltée. clearly demonstrates why this company's products have found ready acceptance wherever they are sold.

Pont-Rouge hockey sticks are used by amateur and professional players in the United States, Europe and Canada and dealers report steady markets for these fast-selling sticks. This year the company is seeking additional representation in the United States, where hockey enthusiasm is expected to reach an all-time high because of the forthcoming expansion of the National Hockey League.

Les Industries Pont-Rouge Ltée. has already expanded its production facilities in anticipation of increased sales and is prepared to accept immediate orders for its hockey sticks. Prices quoted by the company are f.o.b. factory and all customs duties are prepaid.

Pont-Rouge sticks are made from carefully selected materials and seasoned to the highest degree of resilient toughness. Skilled craftsmen with years of experience have produced millions of superior hockey sticks during this company's 15 years of operation. These experts know the exact feel, balance and weight required for confident stick handling. All standard Pont-Rouge sticks are designed and made to NHL specifications.

Pont-Rouge stick handles are produced from the finest white ash and many of the blades are hand-made of selected hard elm or fiberglass. Pont-Rouge sticks are sold in a variety of sizes, lies and styles. Each stick is designed for a particular need and appropriately priced for the caliber of hockey to be played.

The company also supplies sporting goods stores with display stands that hold eight dozen assorted sticks plus six goal sticks. The display stands may be used for garden tools in the summer.



### Represented by:

John Maloney  
M.J.D. Inc.  
14109 Merchandise Mart  
Chicago 54, Illinois

Metro Sales  
5416 Belmont  
Chicago, Illinois

Dispensa & Son  
15151 Route 83  
Elmhurst, Illinois

Celeco Industries  
Hartford, Connecticut

Sullivan Sales Inc.  
18222 West McNichols  
Detroit, Michigan

Earl Simson  
International Nineteen Inc.  
280 Madison Avenue  
New York, New York 10016



# LES DUNSDON LIMITED

29 Craig Street  
Brantford, Ontario, Canada  
Tel: 752-2938 (Area Code 519)

## ARCHERY EQUIPMENT

Les Dunsdon Limited — Canada's largest manufacturer of quality archery equipment — is attending NSGA to display its exclusive line of archery products and obtain distributors or sales representatives who will handle this fast-selling range of better bows and accessories.

Dunsdon is showing a wide variety of fiberglass bows, laminated bows, complete archery sets, arrows and accessories—quivers, bow cases, targets and bowstrings. The firm is offering discounts of 50 and 10 per cent on suggested retail prices or a net price if desired. Prices are quoted in United States funds with shipments made duty and freight prepaid to the Chicago area.

Located in a new and completely modern plant, Dunsdon is ready to accept immediate orders and provide fast deliveries. Outstanding fiberglass bows—manufactured by a unique process to assure all fibers are unidirectional—will be of particular interest to buyers. The bows are contour ground on custom-made grinders

then hand-tillered by master craftsmen so that balance and curvature of the limbs produces an exceptionally strong and smooth shooting bow.

Expertly contoured laminated bows by Dunsdon are made from the finest Canadian hard maple plus exotic bow woods and laminated to superior Gordon Bo-Tuff fiberglass. Skilled craftsmen, supervised by master bowyer Harry Markham, hand-tiller every bow to assure dynamically balanced limbs. Whether for target shooting or hunting, these laminated bows stand up to the severest conditions and provide archers with many years of shooting enjoyment.

Tournament contestants and top Canadian shooters have praised the exceptional performance of archery equipment from Dunsdon. The company exports to Australia, New Zealand, South Africa and Britain.

If your target is bigger sales, Dunsdon equipment will hit the mark and pierce this ever-growing and profitable market.



# BAUER CANADIAN SKATE INC.

P.O. Box 486

236 Victoria Street North

Kitchener, Ontario, Canada

Tel: 745-6887 (Area Code 519)

## SKATING OUTFITS AND ATHLETIC FOOTWEAR

For more than 35 years the name Bauer has been synonymous with ice skates in North America—providing skaters with hours of enjoyment and businessmen with profitable sales.

Bauer Canadian Skate Inc. sells skates that are used by leading professional hockey players throughout the world—proof of the quality, reliability and ruggedness of the company's products.

The company, one of the world's largest manufacturers of complete boot and skate sets, is widely represented in the United States. With up to 100,000 pairs of skates available from its warehouse in North Tonawanda, N.Y., Bauer provides immediate delivery on an f.o.b. basis.

Bauer is introducing the new "Eighty-nine defenceman's special", designed after numerous requests from professional hockey players for more protection from injuries to the ankle and foot. Thoroughly tested and approved by N.H.L. players during the 1965-66 season, this skate is basically the same as the widely used Bauer "Supreme ninety-one" model. Extra protection features have been added to the ankle and toe areas, including a double toe construction and a special material over the ankles and instep providing 400 per cent more shock absorbing qualities than foam rubber.

Bauer is also featuring a complete range of Bobby Hull hockey outfits. Dealers who carried the Bobby Hull models last season, without exception, enjoyed their best skate sale season in their history. Because of the popularity of this line, the company is conducting a large promotional campaign on these models.

From tiny tots to the professional competitor, Bauer can supply the best in quality skates—whether for hockey, racing, figure skating or just plain pleasure skating. The firm is offering several models to please each of these categories and priced to suit every pocket-book.

Bauer is also exhibiting a variety of finely finished footwear for baseball, soccer and football, plus its famous line of Bauer roller skates. Buyers throughout the world recognize Bauer



as a supplier of products that sell and satisfy customers.

### Represented by:

Richard Igo  
c/o Bauer Canadian Skate Inc.  
Triangle Industrial Plaza  
Division and Robinson Streets  
P.O. Box 546

North Tonawanda, New York

Woody Dumart  
Woody Dumart & Co.  
20 Kearney Road  
Needham Heights, Massachusetts 02194

Bob McCarthy  
Bob McCarthy Inc.  
11024 Grand River  
Detroit, Michigan 48204

Mike Shannon Company  
736 Mildreda Avenue  
Fresno, California 93701

William Hackett  
Bill Hackett Company  
5237 S.W. Dosch Road  
Portland, Oregon 97201

Dutch Schaefer  
7425 W. Arkansas  
Denver, Colorado



# KAUFMAN FOOTWEAR LIMITED

410 King Street West  
Kitchener, Ontario, Canada  
Tel: 576-1500 (Area Code 519)

## SPORTS FOOTWEAR

Kaufman Footwear Limited, in its initial appearance at NSGA, steps into this show with its sturdy range of footwear specially designed for sportsmen and outdoor workmen. Comfortable and durable these weatherproof boots also provide maximum foot protection for construction workers.

The Kaufman firm has been making fine quality footwear for nearly 60 years and during this period has established a reputation for excellent service and dependability. This company produces an average of 18,000 pairs of shoes a day and is seeking immediate orders for its products from U.S. buyers. All shipments to the United States are quoted in American funds and include duty and f.o.b. charges to Buffalo or Chicago.

Favorites with sportsmen are Kaufman's Sorel boots—designed for years of rugged use under the most adverse conditions. Sorel's tough rubber bottoms provide safety afoot and their genuine leather tops are expertly processed for the ulti-

mate in comfort. A thick felt inner-lining assures complete warmth even in extremely cold weather.

Kaufman's Gander and Frontier sport and work boots for men are also made of the finest rubber bottoms and genuine leather tops and are styled to give long-lasting service. The Frontier includes a special "speed lace" feature that allows easier boot lacing.

Kaufman conducts continuous research programs in its own laboratory, where graduate chemical and mechanical engineers are constantly engaged in maintaining quality control and experimenting to provide sportsmen and construction workers with the best possible footwear. See the Kaufman exhibit for better boots and better buys.

### Represented by:

Andrew M. Monteith & Co.  
P.O. Box 269  
1629 South Wesley  
Berwyn, Illinois 60402



# GEVELOT OF CANADA LIMITED

P.O. Box 1593

Saskatoon, Saskatchewan, Canada

Tel: 382-3151 (Area Code 306)

## AMMUNITION AND RIFLES

Gevelot of Canada Limited, appearing at NSGA for the first time, is displaying its famous rifles and ammunition — recognized by sportsmen around the world for their excellent shooting characteristics.

Firearms and ammunition by Gevelot have been sold in many countries of the world for nearly 150 years and now the company is particularly interested in obtaining distributors in the United States. Gevelot will quote prices by the carload or in lesser quantities for shipment to major U.S. centers.

Gevelot's self-loading .22 caliber rifles—the ultimate in accuracy—are available in four models. The three semi-automatic models E1, A3 and A6 all feature the famous Gevarm action that eliminates the firing pin. The E1 carbine type has a 19½" micro groove barrel and takes either an 8 or 20 shot clip. The A7 is an 8 shot rimfire, semi-automatic loading, long rifle with a large surfaced sliding rear sight and an interchangeable foresight.

The company is also displaying 29 different types of hi-power center-fire rifle cartridges. Manufactured to exacting standards these high velocity cartridges provide maximum power and range. They feature an expanding soft nose designed to exert more impact than standard bullets.

The six types of .22 caliber cartridges sold by Gevelot combine complete accuracy with knockdown power and speed. They contain the finest smokeless powder and are encased in nickel-plated cartridge cases.

For the shotgun owner Gevelot proudly presents its new Olympic plastic shot shells for 12, 16 and 20 gauges. Shot shells from Gevelot provide consistent accuracy and dependable firing power. A particular favorite with hunters is the Olympic magnum cartridge—conveniently packaged in a plastic water-resistant container—that ensures satisfactory shooting for the .12 gauge sportsman.

The company also sells Imperial rifle and spotting scopes which carry a lifetime guarantee.





# JONES TENT & AWNING LTD.

2034 West 11th Avenue  
Vancouver 9, British Columbia, Canada  
Tel: 731-5311 (Area Code 604)

## SPORTSWEAR, SLEEPING ROBES AND TENTS

Jones Tent & Awning Ltd.—outdoor clothing and camping suppliers since 1887—returns to NSGA following three highly successful years of promoting its Pioneer brand of down-insulated garments and canvas goods at this show.

Garments from Jones Tent & Awning have sold successfully in the United States because U.S. buyers and sports goods dealers know that outdoor clothing designed for use in the Canadian North will certainly meet their customers' year-round requirements. The firm is again displaying an extensive range of genuine down-insulated parkas, jackets, vests, coats and pants for sportsmen. In addition, it is featuring woolen shirts, Indian socks and sweaters; down-filled sleeping robes and compact, lightweight tents.

Latest addition to the Pioneer parka line is the durable P2070 down-insulated hunting parka, designed with a bi-swing back to let the wearer swing free and easy. The outer shell of tough nylon-fortified gabardine has a concealed zipper fly front and button-down storm flaps. This versatile parka has lined hand-warmer pockets, large bellow pockets with button-down flaps and a rubber-lined game pocket that can be used as a waterproof drop seat.

Another favorite with sportsmen is the P2040 down-filled parka also made with a nylon-fortified gabardine outer shell. This warm and lightweight garment is most popular with field workers who require serviceable clothing that is comfortable to wear in cold weather. For skiers the down-insulated P2086 parka is a big seller. Manufactured with an all-weather nylon outer shell and lining it features flap horizontal pockets, draw-cord waist and a leather ski-tow tab.

All Jones Tent & Awning products are completely field tested and sufficient stocks are maintained to meet both booking and repeat orders. Shipments to United States customers are made with duty, brokerage charges and freight prepaid to Blaine, Washington, and quoted in U.S. funds.

### Represented by:

Andrew Monteith and Company  
P.O. Box 269  
Berwyn, Illinois  
Tel: GU4-9366

Paul Cohen, President  
Atlantic Pacific Industries  
719 Bryant Street  
San Francisco, California



# RUSSELL BELT KNIVES

116 O'Connor Street  
Ottawa 4, Ontario, Canada  
Tel: 235-9315 (Area Code 613)

## OUTDOOR KNIVES

For the fifth consecutive year Russell Belt Knives is displaying its exceptional range of ultra-modern knives at NSGA on behalf of its distributors in the United States.

Internationally acclaimed, Russell knives have already achieved world-wide recognition among sportsmen as the finest and most functional knives on the market. Dealers throughout the United States who handle the Russell line report excellent sales and profits, and complete customer satisfaction. The original Russell Belt Knife won a Design Award from the National Industrial Design Council of Canada and Russell knives have been chosen for display at a number of international exhibitions.

Field-tested, handmade and honed, the Russell Belt Knife (No. 1) features anti-slip finger milling, a palm and finger-fitting rosewood handle—for a safe and comfortable grip—and a unique four-inch elliptical blade that lessens cutting drag. The Russell Trout and Bird Knife (No. 2) is a favorite with fishermen, bird hunters, campers and hikers who prefer a small, compact fixed-blade.

The Russell Boat Knife (No. 3) is ideally suited for yachtsmen and boat owners. It has a tapered handle, widening back to the butt end to minimize slipping from the hand when wet. A wrist thong acts as a further precaution against slippage. Developed originally to meet the needs of survival course trainees in the armed forces, the Russell Survival Knife (No. 4) is a handsome, well-balanced and rugged knife. It is perfect for the man with larger-than-average size hands, or for sportsmen who prefer a heavier-than-average, dependable outdoor knife.

Carbon or stainless blades are optional for Russell Knives Nos. 1, 2 and 3; carbon steel only for the heavy-blade No. 4 knife. Each knife is provided with a handmolded, six-ounce, top-grain, oil-tanned and polished cowhide scabbard.

This year the company is introducing a new knife designed particularly for fish filleting. It has all the features that have made Russell knives world famous, plus others suggested by experienced fishermen. All Russell knives are readily available to United States customers from a nearby distributor-representative.



### Represented by:

U. George Adolph  
J. A. Henckels Twinworks Inc.  
276 Park Avenue South  
New York, New York 10010

Phil Loofburrow  
6435 Northeast 25th Avenue  
Portland 11, Oregon 97211

Sport Sales Inc.  
7704 Morgan Avenue South  
Minneapolis, Minnesota 55423

Arthur Skinner  
Skinner's Sportsman's Supply  
P.O. Box 941  
Juno, Alaska

Tony Davis  
Benn-Burry Shop  
U.S. Route 7  
South Shaftsbury, Vermont

Andrew M. Monteith & Company  
1629 South Wesley Avenue  
P.O. Box 269  
Berwyn, Illinois 60402

Dick W. Van Sickle  
2627 Yale Avenue  
San Angelo, Texas 76903

Ralph V. Strauss  
6441 Lily Dhu Lane  
Falls Church, Virginia 22044



# INFORMATION

Officials of the Canadian Department of Trade and Commerce and representatives of participating companies in the Canadian Exhibit at the 1967 National Sporting Goods Association Convention and Show in Chicago will be pleased to answer inquiries from interested businessmen. Information is also available from any of the following Canadian trade offices in the United States.

## CHICAGO

Consul and Senior Trade Commissioner  
Canadian Consulate General  
310 South Michigan Avenue  
Suite 2000  
Chicago, Illinois 60604  
Tel: 427-7926 (Area Code 312)

## BOSTON

Consul and Senior Trade Commissioner  
Canadian Consulate General  
607 Boylston Street  
Boston, Massachusetts 02116  
Tel: 262-3760 (Area Code 617)

## CLEVELAND

Consul and Senior Trade Commissioner  
Canadian Consulate  
Illuminating Building  
55 Public Square  
Cleveland, Ohio 44113  
Tel: 861-1660 (Area Code 216)

## DETROIT

Consul and Trade Commissioner  
Canadian Consulate  
1139 Penobscot Building  
Detroit, Michigan 48226  
Tel: WOODWARD 5-2811 (Area Code 313)

## LOS ANGELES

Consul and Senior Trade Commissioner  
Canadian Consulate General  
510 West Sixth Street  
Los Angeles, California 90014  
Tel: MADISON 2-2233 (Area Code 213)

## NEW ORLEANS

Consul and Trade Commissioner  
Canadian Consulate General  
Suite 1710  
225 Baronne Street  
New Orleans, Louisiana 70112  
Tel: JACKSON 5-2136 (Area Code 504)

## NEW YORK

Deputy Consul General (Commercial)  
Canadian Consulate General  
680 Fifth Avenue  
New York City, New York 10019  
Tel: JUDSON 6-2400 (Area Code 212)

## PHILADELPHIA

Consul and Trade Commissioner  
Canadian Consulate  
3 Penn Center Plaza  
Philadelphia, Pennsylvania 19102  
Tel: LOCUST 3-5838 (Area Code 215)

## SAN FRANCISCO

Consul and Trade Commissioner  
Canadian Consulate General  
333 Montgomery Street  
San Francisco, California 94104  
Tel: YUKON 1-2670 (Area Code 415)

## SEATTLE

Consul General  
Canadian Consulate General  
1308 Tower Building  
Seventh Avenue at Olive Way  
Seattle, Washington 98101  
Tel: MUTUAL 2-3515 (Area Code 206)

## WASHINGTON

Commercial Counsellor  
Canadian Embassy  
1746 Massachusetts Avenue, N.W.  
Washington, D.C. 20036  
Tel: DECATUR 2-1011 (Area Code 202)





## VISIT 70 NATIONS IN ONE WEEK

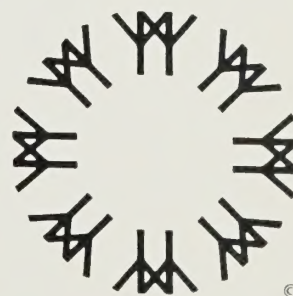
Would you like to visit 70 nations in one week in search of new business opportunities? You'll be able to do just that in Canada this year at Canada's EXPO 67. To be held at Montreal, April 28 to October 27, EXPO 67 will be the 1967 World Exhibition of the First Category (so designated by the International Bureau of Exhibitions)—and approximately 70 nations will be exhibiting there.

Expo's Business Development Bureau will make the contacts with any or all of them for you. Simply register with the Bureau when you arrive and state your interests. The Bureau will arrange appointments with the people you want to meet.

An International Trade Centre on the Expo site will provide private conference rooms, translation services and communications facilities. And twice a week there will be receptions for business visitors and exhibitors.

If an industrial tour of Canada interests you the Bureau will arrange one. Appointments with government officials and leaders of Canadian industry may also be arranged.

Make EXPO 67 a must on your 1967 business calendar. The nearest Canadian trade office will expedite travel and other arrangements.



# expo67

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